

Digital Marketing Report

Impressions

How many ads were served:

260,668

Clicks

Times a user clicked on an ad

1,834

Click-Through Rate

(Clicks/Impressions) x 100

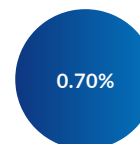
0.70%

Your Product Breakout by Impressions



Display

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



X the National Avg (.07%)

*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



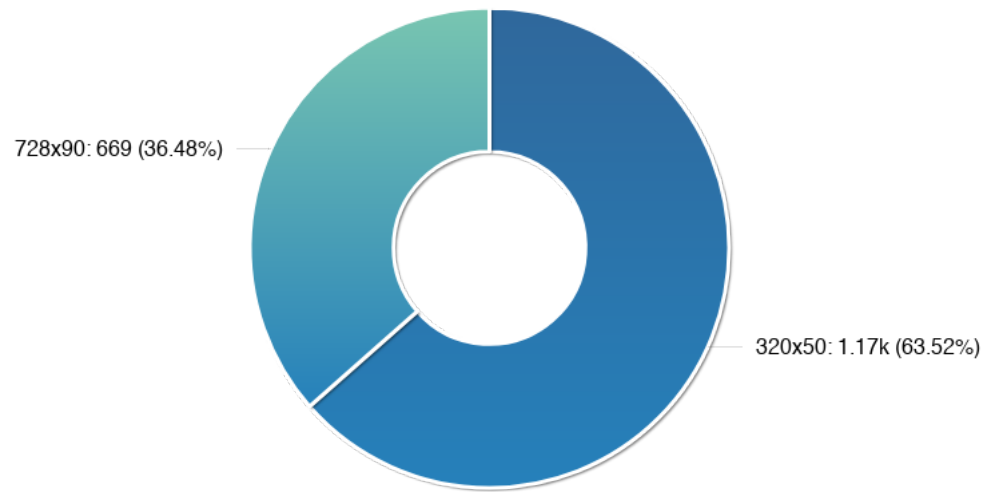
Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Whitenight Fireworks - Fireworks/Family Fun/4th of July Behavioral Display	260,668	1,834	0.70%	10.05

Display Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	Whitenight Fireworks_whitenight (320 x 50 px).png_320x50	173,508	1,165	0.67%	9.59
Thumbnail not available	Whitenight Fireworks_whitenight (728 x 90 px).png	87,160	669	0.77%	10.97

Display Click Performance by Ad Size



Display Ad Screenshots

	Whitenight Fireworks_whitenight (320 x 50 px).png_320x50
Screenshot	

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	219,468	1,614	0.74%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	25,650	85	0.33%
Desktop	A personal computing device that remains stationary at one location.	15,550	135	0.87%

Site and App Performance

Name	Impressions ↓	Clicks	CTR
The Scoop	6,631	44	0.66%
myfitnesspal.com	2,829	1	0.04%
PaperColor	1,701	13	0.76%
huffpost.com	1,551	0	0.00%
Pacer Pedometer & Step Tracker	1,545	9	0.58%
amnews.club	1,283	14	1.09%
Weather Live° - Local Forecast	1,153	1	0.09%
EPIK - Photo Editor	1,101	9	0.82%
lawandcrime.com	1,081	1	0.09%
Spider Solitaire	819	26	3.17%
BuzzFeed - Quiz, Trivia & News	794	0	0.00%
Baby Tracker - Newborn Log	760	1	0.13%
brezzamistica.info	719	6	0.83%
Meetup: Social Events & Groups	711	1	0.14%
hollywoodpq.com	633	4	0.63%
glocktalk.com	628	2	0.32%
ohiostatewide.com	571	2	0.35%
wdel.com	537	0	0.00%
ldnews.com	527	1	0.19%
minefun.io	494	0	0.00%

All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.